

Top Reasons to **Market Your Firm** with *Best's Insurance Professionals & Claims Resource*

Stop getting lost in publications that cater to multiple industries: We specifically **target insurance and claims industry decision makers** and help put you in touch with companies looking for your services.



- For many insurers, **consulting this resource is required when selecting service providers or vendors.**
- The marketing tools we provide help you leverage **A.M. Best's unique industry reputation and reach.**
- Your profile can be adapted to **match your marketing goals.**
- **The industry-recognized BestMark** gives your firm a mark of distinction.
- Our **Insurance Law Podcast series and webinars** let you share your expertise in a discussion format.
- The **BestConnect® e-newsletter** offers a platform for your firm's thought leadership.
- This resource offers a level playing field to **promote your expertise.**
- Your profile appears **online and in print.**
- **"Client-recommended" status** is available to qualified attorneys, adjusters and expert service providers.
- **Online advertising opportunities** let you showcase your firm on our site's most visited pages.
- **Our dedicated team of editorial professionals** can help you optimize your profile.

Here's what our users have to say...

- Nearly 80% of users polled in a recent survey indicated **it is important that an insurance professional remain** in *Best's Insurance Professionals & Claims Resource* each year.
- Nearly three quarters of those polled reported they have **contacted, hired or recommended an insurance professional** in the past 12 months as a result of using this resource.
- Nearly 65% of users polled reported they turn to *Best's Insurance Professionals & Claims Resource* **twice as often as any other source.**
- Nearly three quarters of those polled **decide or influence the decision to hire** an insurance professional.
- The average respondent has been using *Best's Insurance Professionals & Claims Resource* for **14.6 years.**
- The average respondent reported that **three to four other people** in their company use *Best's Insurance Professionals & Claims Resource.*

Get noticed: Market your firm with *Best's Insurance Professionals & Claims Resource*, a comprehensive multimedia resource that helps insurance and claims industry decision makers find professionals qualified to handle insurance-related matters.

Questions?

Call us at (908) 439-2200, ext. 5170,
or email claimsresource@ambest.com.
www.ambest.com/claimsresource